

### **ABSTRACT OF THE DISCLOSURE**

Methods and apparatus for interactive digital service networks are shown which provide Background Commercials with regular programs to receivers which allow the end user viewer to select whether to view the Background Commercials and the format for viewing. Background Commercial Viewing Data is stored and returned to the service operator for interactively updating viewing records. Incentives may be provided to the end user based upon their viewing habits. Multiple types of receivers are described for use with the system.

1. A method for providing background commercials to a receiver, comprising:  
a. providing a regular program to the receiver;  
b. providing a background commercial to the receiver;  
c. receiving a selection from the receiver to view or not view the background commercial;  
d. providing the background commercial to the receiver if the selection is to view the background commercial;  
e. providing the regular program to the receiver if the selection is not to view the background commercial.